

Benton County
Quit Line Data Summary
July 1 - September 30, 2002

	County	State
Number of Calls to Quit Line	N = 35	N = 3,906
Percent of Statewide Calls	1.1%	100.0%
Percent of State Population in County¹	2.4%	100.0%
	County %	State %
Gender	N = 35	N = 3,543
Female	80.0%	61.4%
Male	20.0%	38.6%
Race/Ethnicity	N = 31	N = 2,967
People of Color	6.5%	15.6%
White	93.5%	84.4%
Age	N = 35	N = 3,091
Less than 18 years old	0.0%	2.0%
18 - 24 years old	28.6%	14.9%
25 - 34 years old	34.3%	22.9%
35 - 44 years old	17.1%	25.8%
45 years and older	20.0%	34.3%
Education	N = 32	N = 3,038
Did not graduate high school	25.0%	16.6%
High school graduate	21.9%	31.8%
Some college/vocational school	37.5%	38.6%
College graduate	15.6%	13.0%
Caller Type	N = 32	N = 3,409
General Information	0.0%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	100.0%	83.9%
Payer Type	N = 26	N = 2,235
Insured	65.4%	43.4%
Uninsured	7.7%	23.8%
Medicaid	26.9%	32.7%
Heard About	N = 29	N = 2,881
Past caller	20.7%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	6.9%	19.6%
Television	55.2%	23.9%
Outdoor advertisement (billboard/bus/wall)	3.4%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	0.0%	1.9%
Newspaper/Magazine	0.0%	1.1%
Brochure/Newsletter	0.0%	4.9%
Family or friend	10.3%	18.8%
Health Department	3.4%	3.0%
School	0.0%	0.6%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.